FNN
THE FINANCIAL NEWS NETWORK

- FNN reformats, expands to 12 hours daily
- NCTA challenges Miami franchise fee petition
- MTV gets Nielsen meter results
- Gearing up for cable information push

CableVision

The news and features weekly of the cable television industry June 13, 1983 $3.00

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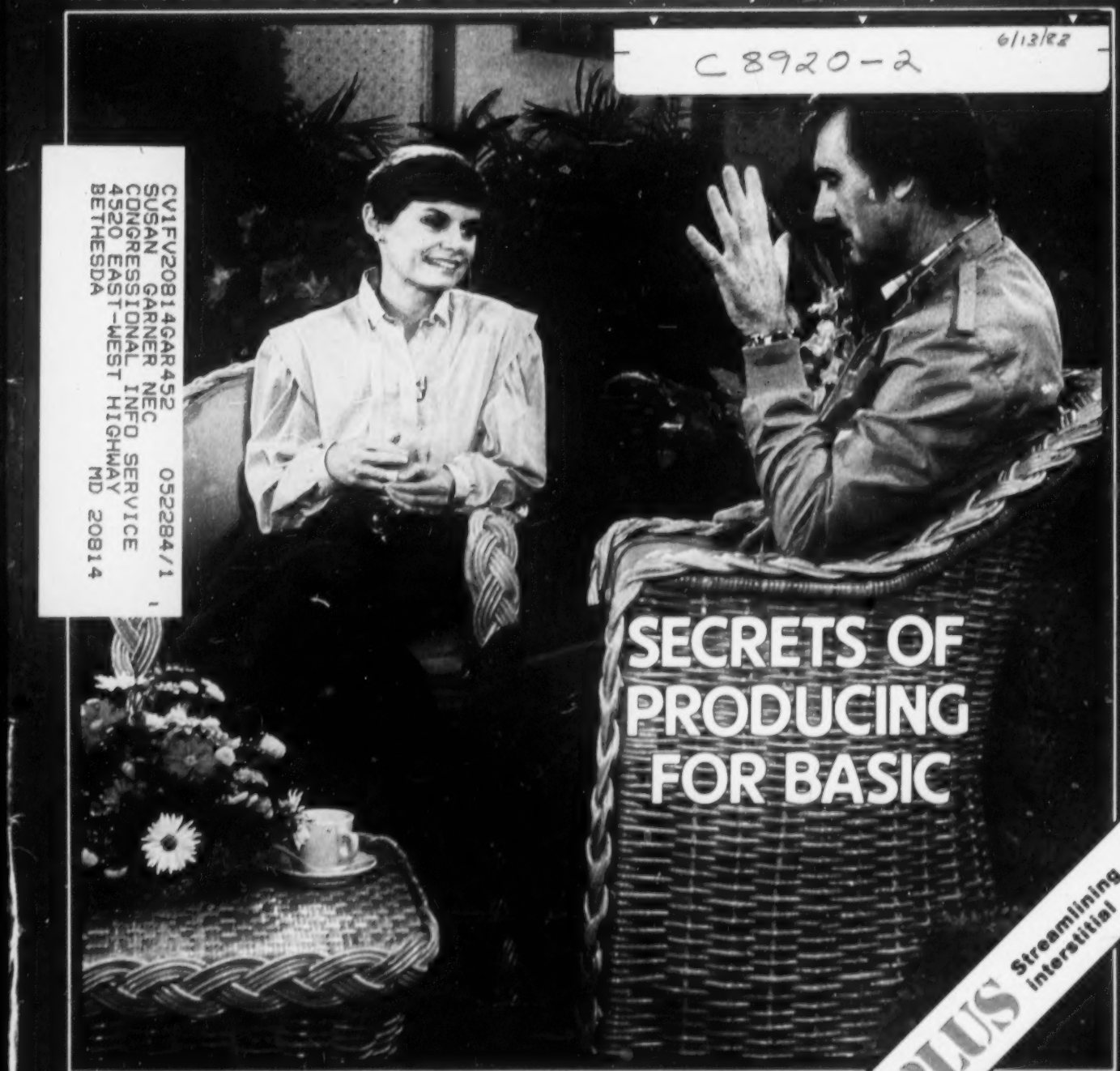

SECRETS OF PRODUCING FOR BASIC

PLUS Streamlining interstitial

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NCTA challenges Miami

The National Cable Television Association has filed opposition to a petition by the city of Miami, seeking to raise franchise fee ceiling for the city above its present FCC limitation of 3 percent. Miami would set the limit at 5 percent, but NCTA says there are hidden costs involved. **Leading the week, pages 18-21.**

S. 66 amendments planned

As cable bill S. 66 moves toward a vote on the Senate floor on June 14, a wide range of amendments are being planned which threaten to significantly alter major portions of the bill. **Leading the week, pages 18-21.**

Antitrust in Texas

Bexar County Cablevision has filed a $10 million antitrust suit in federal district court in San Antonio against UA Columbia Cablevision of Texas, citing violations of the Sherman Act and monopolistic and unfair competitive practices. **Leading the week, pages 18-21.**

FNN expanding hours

Financial News Network readies expansion from 7 to 12 hours daily, gears up for marketing push. **Leading the week, pages 18-21.**

MTV Nielsen ratings

MTV boasts of impressive ratings in initial Nielsen figures for the month of April. **Leading the week, pages 18-21.**

Ritchie's 'Consortium'

Westinghouse Broadcasting and Cable chief Dan Ritchie outlines his thoughts and near-term planning for what's been given the working title of the "Consortium of Cable Information." **Leading the week, pages 18-21.**

ACT honors cable

Two national services and a pair of I.O programmers were among cable ventures honored in Boston last week with awards from Action for Children's Television. This year's awards marked the fifth straight year that cable has figured in at least one honor and marked the most cable projects awarded in a single year by the group. **Page 24.**

'Ask Washington' arrives

The U.S. Chamber of Commerce steps into the cable talk-show market with a live daily morning program giving subscribers an opportunity to question government and business officials, airing on ACSN: The Learning Channel. **Page 24.**

Cable's upscale viewers

Further analysis of a study conducted for United Media Enterprises by Research & Forecasts Inc. on how Americans spend their leisure time confirms that cable delivers an upscale audience in multiple viewer households. **Page 51.**

Case of bad faith

The New York State Commission on Cable Television has dealt its largest fine ever to a cable TV company that neglected to disclose it had contracted to sell franchises in two communities where it was still bidding for the awards. **Page 52.**

Channels standard proposed

The Electronic Industries Association and the National Cable Television Association have agreed on a voluntary interim standard for identifying cable television channels, using a numbering scheme that utilizes channels 1 through 99, to be presented at the NCTA's annual convention in Houston June 12-15. **Page 52.**

The 'Smoking gun' case

The regulatory battle between cable operators and the local Bell Operating Companies over who will supply data transmission services to business users and others has found its way into an Oregon courtroom, with Cable Systems Pacific of Portland filing suit in state court against Pacific Northwest Bell after the telco revoked Cable Systems' pole attachment and conduit access rights. **Page 56.**

About the cover

For the basic producer, the trick is to make it look good with no budget. Linda Arkin, a host on USA's *Alive & Well,* produced by Dave Bell Associates, interviews actor Dennis Weaver. Page 30.

An interstitial interview with Drew Barrymore on The Movie Channel.

This week in PLUS

When the ads on basic are coming in slower than expected it's important for the programming to be of high quality. But that's tough to do on a small budget. *CableVision: Plus* talks with some basic producers and advertising executives—the producers, because of limited budgets, are being forced to be innovative, which is just what the ad agencies are looking for. It just may take some time. . . Interstitial programming once was the territory of short films and music videos, and its main job was to create between-film flow. But now, as pay competition toughens and multipay tiering increases, a distinguishable on-air look is important to achieve. **Pages 27-50.**

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Cable's upscale viewers

Refinement of data for 'Where Does Time Go?' study reveals 49 percent of $40,000-plus wage earners take cable

NEW YORK—Further analysis of a study on how Americans spend their leisure time confirms that cable delivers an upscale audience in multiple viewer households.

The analysis, a refinement of data gathered for a study entitled "Where Does The Time Go?" shows that 72 percent of cable subscribers are under 50 years of age. About 1,000 persons responded to the survey. The analysis shows that 49 percent of those earning more than $40,000 a year subscribe to cable.

The study, the original findings of which were released earlier this year, was performed for United Media Enterprises by Research & Forecasts Inc., a New York-based research firm. Also included in the survey were some 300 responses from leaders of the nation's various media. More than one-third of the respondents were cable subscribers.

According to the analysis, half of cable household viewers said they watch cable because the networks fail to deliver "everything they want." Another 43 percent said they watch cable because it offers more of their favorite programs.

The numbers show that cable subscribers are more likely than non-subscribers to have purchased home video games—24 percent vs. 15 percent.

But the figures also revealed that the cable subscribers were no more likely to have a home computer, videocassette recorder or video disc player than non-subscribers.

Still, said Dr. John Pollock, president of the research firm, the study indicates that cable viewers are among the most ripe market for sellers of high-tech video products.

"Cable viewers are more interactive," Pollock said. "They want to put their input into their viewing. They are less likely to be passive viewers, and they regard cable as a tool" to achieve their personal communications and entertainment needs, he said.

The analysis shows that 29 percent of cable subscribers, compared to 19 percent of non-subscribers, watch TV four or more hours in the average day. The study also revealed differences in programming preferences between cable subs and non-subs.

"Cable subscribers," said Robert Roy Metz, president and chief executive officer of United Media, "are more likely than other viewers to say they frequently choose movies, dramas, comedies and sports over other types of shows." That, he said, probably accounts for the greater viewing time spent by cable subs.

The study also shows that subs and non-subs both rely on daily or weekend newspaper listings and TV magazines for viewing information.

United Media Enterprises is the nation's largest newspaper syndicate and owns TV Watch, which provides both hardware and software programming guide products for the cable industry.

—Victor Livingston

CABLE SUBSCRIBERS AND TECHNOLOGY IN THE HOME

Do you have the following in your home:	CABLE SUBSCRIBERS %	NON-SUBSCRIBERS %
Video Games		
Yes	24	15
No	76	85
Video Cassette recorder or video disc machine		
Yes	19	14
No	81	86
Home Computer		
Yes	4	4
No	96	96
(number of respondents)	(399)	(585)

Source: Research & Forecasts Inc.

Sears 'Dollar Guide'

Daily minifeature on CBN Cable features money tips

NEW YORK—Using 1983 ad funds earmarked for media other than network TV, Sears, Roebuck, the retail store and catalog company, makes its debut as a cable program sponsor this week.

CBN Cable Network is serving as conduit. As of June 6, the service began carriage of *Dollar Guide*, a daily minifeature on money tips. It was created in part to promote Sears' Financial Network division. The feature is scheduled to run twice each weekday, at 9:55 a.m. and 8:55 p.m. (EDT), before *The 700 Club*.

Sears, which spent about $102 million last year on broadcast network ads, will take one minute in each segment for a Financial Network message. Funding for the series was drawn from the company's supplemental TV budget, which sources say comes to "several million dollars" for 1983. The budget also includes a buy for *Newscope*, the syndicated news program from Telepictures and Gannett that premieres this fall.

Foote, Cone & Belding, one of Sears' advertising agencies, developed the program with Financial Network. Its production division, FCB/Telecom, is co-producing *Dollar* with Cable Software Corp., a California-based company. A few weeks prior to the Sears contract, CBN Cable assigned some $4 million in ad billings to Foote, Cone for next season, and pacted with Telecom for program development and consultation (*CV*, 5/2/83, p. 10).

Jack McQueen, senior vice president and director of FCB/Telecom, said demographics, time availability and status as a Nielsen-metered cable service prompted Sears' decision to go with CBN. "We thought (CBN) matched the audience profile Sears wanted for the show pretty well," he said. "We wanted to reach consumers, with a slightly upscale profile. CBN also gave us the benefit of running in morning and evening periods." Broadcast spots, with actor Hal Holbrook (already on cable as host of WTBS' *Portrait Of America* specials) as Financial Network spokesman, will be used initially on CBN; but McQueen said made-for-cable ads will appear on *Dollar Guide* later this year.

Thus far, 65 *Dollar Guide* segments have been taped by Telecom and Cable Software Corp. on location throughout California. The segments feature character actor William Schallert giving advice on financial planning, product expenses and savings accounts, and interviewing experts in the field. Some data presented in the segments has been contributed by the University of California's graduate business school.

—Simon Applebaum

Program producers

The following is a continuation of the last two week's list of companies involved in the production of programming for the cable TV industry. Updated information for this listing should be forwarded to CableVision's statistical editors in our Washington office.

Producer Services Group Inc.
(617) 277-7162
100 Winchester St.
Brookline, Mass. 02146
Personnel: Louis Rosen, president; Robert Odell, vice president
Distributes feature films, entertainment specials, series, documentaries, short subjects, made-for-TV dramas to cable and broadcast.

Pyramid Film and Video
(213) 829-3252
P.O. Box 1048
Santa Monica, Calif. 90406
Personnel: Jim Bochneack, cable manager
Producer of a variety of programming for cable television.

RKO Video Group
(212) 764-7000
1440 Broadway
New York, N.Y. 10018
Independent program producer.

Reeves Cable Productions
(212) 573-8600
605 Third Ave.
New York, N.Y. 10017
Personnel: Michael Yudin, executive vice president
Independent program producer.

Richard Kidd Productions Inc.
(214) 638-5433
5610 Maple
Dallas, Tex. 75235
Personnel: Richard Kidd, president; Bill Pugh, general manager; Celia Jones, production manager
Cable television production and distribution; independent producer.

Riley Productions Inc.
(219) 924-6299
500 Sheffield Ave.
Dyer, Ind. 46311
Personnel: Marian Smoot, producer
Independent producers of cable, commercials and other programming; has several shows running weekly on CATV and will produce for others on a contract basis.

Rock Solid Productions
(213) 841-8220
1907 West Burbank Blvd.
Burbank, Calif. 91506
Personnel: David Griffin, owner; Geoffrey Leighton, owner
Video services, including videotape and film production, videotape off-line and on-line post-production, audio sweetening, videotape production equipment rentals and sales program producing, packaging and distributing, scripting and story boarding, production management and directorial services, systems design and construction, CATV franchise consultation.

Satellite Networking Associates Inc.
(212) 889-6460
10 E. 40th St., 23rd Floor
New York, N.Y. 10016
Personnel: Roy Liemer, president; Rob Drasin, vice president
Turn-key satellite distribution of programming, news and sports events; domestic and international teleconferencing and video production services.

Satori Productions Inc.
(212) 563-2323
330 W. 42nd St.
Penthouse Suite
New York, N.Y. 10036
Personnel: Ernest Sauer, president; Gary Conner, vice president; Jeffery Sass, director acquisitions; Andrew Fox, director special projects
General audience and children's feature films and television programming for distribution to pay TV; "Leslie, the Shreve", award-winning children's series; full line of video production services.

Schaefer-Karpf Productions
(213) 506-6655
12711 Ventura Blvd., #307
Studio City, Calif. 91604
Personnel: George Schaefer, producer/director; Merrill Karf, executive producer
Independent program producer.

Schiff-Jones Ltd.
(212) 247-7470
1775 Broadway, 7th Floor
New York, N.Y. 10019
Personnel: Charlotte Schiff-Jones, president; Michelle Kimmelman, vice president; Maura McGrath, director of administration
Programming and marketing services for the telecommunications industry.

Seeburg Music
(800) 334-1561
5706 New Chapel Hill Rd.
Raleigh, N.C. 27607
Personnel: Robert Flynn, sales manager; Vickie Barefoot, assistant-cable sales
Provides 24-hour audio music services to the cable TV industry; music is upbeat instrumental to be used for alpha numeric channels, audio packages, telephone, lobby and paid music channels.

Source Communications
(616) 245-9276
2228 S. Division
Grand Rapids, Mich. 49507
Personnel: Susan Moulton, president; Craig Moulton, vice president; Bill Schripsema, sales manager
Specializing in video production and programming distribution; have produced for many of the major cable networks as well as local operators; single and multiple camera productions.

Sports Advisors
(617) 227-5535
One Union St.
Boston, Mass. 02108
Personnel: Stephen Freyer, president
Suppliers of sports programming for broadcast; also works extensively as consultants to major advertising agencies and corporations interested in developing sports oriented campaigns, promotions and original television sports programming.

Thorn EMI Video Programming Enterprises Inc.
(212) 977-8990
1370 Avenue of the Americas
New York, N.Y. 10019
Personnel: Caroline Vanderlip, director of cable/pay TV; Nicholas Santrizos, president, home video
Software suppliers/distributors to cable/pay TV, free television and home video markets.

Tannebring Rose Associates Inc.
(214) 363-3464
10400 N. Central Expressway, #100
Dallas, Tex. 75231
Personnel: William Tannebring, president; George Kline, vice president; Gene Walker, general manager
Producers of video programs for entertainment and industry.

Tel-A-Cast Inc.
(803) 648-9537
P.O. Drawer 1607
Aiken, S.C. 29801
Personnel: Jim Bennett, president of "Weekend Gardener"
Producer and syndicator for the "Weekend Gardener" show; independent program production, consulting and syndication services.

TeleFrance-USA Ltd.
(212) 870-8900
1966 Broadway
New York, N.Y. 10023
Personnel: Jean Vallier, president; Arnie Rosenthal, vice president; Mike Hadlow, director of ad sales
Provides four-hour program five nights per week and three-hour program on weekends available on satellite or by tape; shows include feature films, French television shows, variety, entertainment and interviews.

Telepictures Corp.
(212) 838-1122
1 Dag Hammarskjold Plaza
New York, N.Y. 10017
Personnel: Michael Garin, president; Michael Jay Solomon, chairman of the board; Steve Schott, manager-non-theatrical sales; David Salzman, executive vice president; Stephen Ross, senior vice president/general counsel; Richard Robertson, senior vice president of sales; Joseph Goldfarb, senior vice president of marketing
Distributors of "Real People," "People's Court," "Here's Lucy," "Love Connection," "Buffalo Bill," "Not Necessarily the News," "The Dollmaker" (first movie for television, three hours, made by Jane Fonda), "The Flight of Dragons" and "Wind in the Willows"—both two-hour animated action adventures, "A Concert of the World" and "World Music Festival Part I and Part II"—three two-hour musical specials filmed in Cannes, France, "Airliner Magazine"—a 30-minute video magazine sold exclusively to be shown on airplanes, NIMS—news information weekly service and "Newscope," a landmark news-information program delivered six days per week and available via satellite.

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Teletronics
(212) 355-1600
231 E. 55th St.
New York, N.Y. 10022
Personnel: Alfred Markim, president; Thomas Demaeyer, executive vice president; Will Roth, general manager; Ron Soodalter, sales representative
Complete production and post-production services for the video industry; state-of-the-art TV studio, production crew, full editing services for 1" and ¾" tape film-to-tape transfers, color correction, time compression, satellite playback center providing access to major communications satellites, all forms of videotape duplicating.

Telmarc
(213) 615-1899
999 Sepulveda Blvd., #711
El Segundo, Calif. 90245
Personnel: Bruce Long, president; Pearl Lucero, vice president
Independent producer for cable and broadcast TV; also program distributor.

Temmpo Inc.
(404) 237-3600
550 Parr Rd., #560
Atlanta, Ga. 30305
Personnel: Mike Greene, president; Rob Senn, executive vice president; Julie Thomas, marketing manager
Advertising company and develop music entertainment specials for syndication or major program suppliers.

Teverama of Florida Inc.
(305) 446-9050
2335 NW 107th Ave., #B-44, Bldg. 2
Miami, Fla. 33172
Personnel: Angel Garcia, general manager; Rodelfo Ferrari, chief engineer
Production and distribution of Spanish-language programs.

Tom Parker Television Productions Inc.
(213) 881-9115
18321 Ventura Blvd.
Tarzana, Calif. 91356
Personnel: Tom Parker, president/sales manager; Jacqueline Richard, vice president
Pay/cable/syndication distributors of original programs made for pay/cable TV; distributes adult, family and children's movies, serials and specials to program services, stand-alones, STV, MDS, regional programmers, low power and satellite programming services; also syndicates to independent TV stations and produces and co-produces programs with independent film and video producers.

Total Communication Systems
(412) 339-7581
890 Constitution Blvd.
New Kensington, Penn. 15068
Independent producer for cable and broadcast; regional and national syndicator; also provide remote TV production facilities to networks.

Total Service Programming
(213) 841-0961
906 N. Hollywood Way
Burbank, Calif. 91505
Personnel: William Ezell, president/general manager; Virgie Ezell, vice president; Rob Clayton, chief engineer; Kent Weed, sales manager; Connie Cole, sales manager
Full automated formats in country, rock, adult, contemporary, easy listening and classical; library services; broadcast specials include "Project," Sinatra (12 hours); "Great American Spirit" (3-hour patriotic special with John Wayne); "A Portrait of John," (3-hour John Lennon special); "Christmas in the Country" (12 hours of country Christmas music); "#1 Country" (36 hours country hits).

Transatlantic Enterprises
(213) 454-6515
101 Ocean Ave.
Santa Monica, Calif. 90402
Personnel: Leonard Friedländer
Independent program producer.

Tri Media Communications Inc.
(208) 362-5258
3725 S. Mitchell Ave.
P.O. Box 5124
Boise, Ida. 83705
Personnel: Thomas Hotchkiss, president/general manager; Coral Hotchkiss, vice president
Cable programming filmed outside continental U.S.

20th Century-Fox Television
(203) 203-1668
P.O. Box 900
Beverly Hills, Calif. 90213
Personnel: Harris Katleman, chairman; Ruth Slauson, cable development director
Program producer for cable and broadcast television.

Twn Cities Public Television
(612) 646-4611
1640 Como Ave.
Saint Paul, Minn. 55108
Personnel: William Kobin, president/general manager; Jim Russell, vice president of production; Tim Conroy, vice president, development/marketing; Jerry Hulting, production; Neil Dryburgh, marketing director
Video field production—EFP and ENG, four-camera studio, production, CMX and EVU post-production, teleconferencing.

Universal Video of Lubbock Inc.
(806) 794-5826
P.O. Box 16323
Lubbock, Tex. 79490
Personnel: Mike Ogletree, president/general sales manager; Mardema Ogletree, vice president; Judy Guden, vice president
Video productions ranging from single-camera film style shoots to multi-camera live switches; also producing, writing and directing.

VU-TV
(201) 225-0010
Raritan Plaza III
Raritan Center
Edison, N.J. 08837
Personnel: Robert Sewack, consultant
Independent program producer.

Vanguard Productions Inc.
(703) 620-2874
P.O. Box 44
Herndon, Va. 22070
Provides advertiser-supported free programming, promotional services, consultant services on cost control, employee training, sales, programming and budgeting.

Victorian Video Ltd.
(212) 477-6401
419 Lafayette St.
New York, N.Y. 10003
Personnel: Joseph Pesko, president; Sylvia Delia, executive director
Distributor of adult feature films for pay TV.

Video Concert Hall Cable Satellite Network
(404) 452-7377
2215 Perimeter Park, #6
Atlanta, Ga. 30341
Personnel: Robert Lenihan, president; Charles Henderson, press contact; Lloyd Jerry Crowe, vice president; Bob Head, director
National cable TV network composed of video music of general and popular interest and music specials, produced for both cable and broadcast; combination independent producer, programming service and syndicator.

Video Corporation of America
(212) 355-1600
231 E. 55th St.
New York, N.Y. 10022
Personnel: Alfred Markim, president; Thomas DeMaeyer, executive vice president; Will Roth, vice president; Bruce Blackwell, director of satellite services; Howard Blumenthal, director of programming
Network origination facilities and uplink/downlink arrangements, video post-production, production stage facilities, program production, videocassette duplication.

Videotheque Entertainment Corp.
(212) 362-4806
2 Lincoln Square, #18A
New York, N.Y. 10023
Personnel: Jacques Falerne, president
R-rated movie product for satellite and stand-alone delivery; MDS, STV, CATV servicing; the complete works of Shakespeare, all 38 plays, individually produced at the Bard Theatre in Los Angeles and recorded live; John Houseman is the host.

Vipro Program Services
(312) 664-7111
645 N. Michigan Ave.
Chicago, Ill. 60611
Personnel: Tom Edinger, president; Steve Palmer, sales manager
Provides entertainment and informational programming including made-for-TV movies, children's series, news documentaries and talk programs.

WOFL TV 35 Orlando
(305) 422-0035
2300 S. Orange Blossom Trail
P.O. Box 5729
Orlando, Fla. 32855
Personnel: Bud Rogers, president; Ray Balsom, vice president/general manager; Anne Ragsdale, local sales manager; Paul Williamson, program manager
Independent broadcast station providing independent programming.

WTTW/Chicago
(312) 583-5000
5400 N. St. Louis Ave.
Chicago, Ill. 60625
Personnel: Willima McCarter, president; Keven Wilder, vice president, enterprises group; Thomas Engel, director of program development/production; Steven Orr, sales manager
Variety of programs for cable and STV including "Music America Live," a series of live satellite-delivered one-hour concerts featuring Johnny Mathis, Frankie Valli and The Four Seasons, The Manhattan Transfer and Dionne Warwick.

Wescom Productions
(213) 278-0112
9000 Sunset Blvd., #415
Los Angeles, Calif. 90069
Personnel: Dimitri Skouras, president; Stephen Levin, vice president; Lilli Purcell, opera manager
Pay TV distribution; participate in the financing of motion pictures by pre-buying the pay TV rights; program origination.

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